

Yunfei (Jesse) Yao

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CURRENT POSITION

Chinese University of Hong Kong, Assistant Professor of Business Administration, July 2023 - present

EDUCATION

University of California, Berkeley, Ph.D. Business Administration, 2023

Stanford University, Exchange student in Economics, 2019

University of Michigan, B.S. Mathematics, B.S. Statistics, 2017

Peking University, Major in Mathematics, 2012 - 2015

PUBLICATIONS (P: Ph.D. or pre-doc student, A: assistant professor)

- **Search Fatigue, Choice Deferral, and Closure** *Marketing Science*, forthcoming
(with Z. Eddie Ning^A and J. Miguel Villas-Boas)
- **Dynamic Persuasion and Strategic Search** *Management Science*, 2024
- **A Dynamic Model of Optimal Retargeting** *Marketing Science*, 2021
(with J. Miguel Villas-Boas)

WORKING PAPERS (P: Ph.D. or pre-doc student, A: assistant professor)

- **Reputation for Privacy** Major revision at *Marketing Science*
- **Precision-Recall Tradeoff in Competitive Targeting** Major revision at *Marketing Science*
(with Ganesh Iyer and Zemin (Zachary) Zhong^A)
- **Privacy and Polarization: An Inference-Based Framework** Major revision at *Management Science*
(with Tommaso Bondi^A and Omid Rafieian^A)
- **Consumer Gradual Learning and Firm Non-stationary Pricing**
(with Wee Chaimanowong^P)
- **Strategic Misinformation Generation and Detection** Major revision at *Management Science*
(with Wenxiao Yang^P and Pengxiang Zhou^P)
- **Invitation to Search or Purchase? Optimal Multi-attribute Advertising** Major revision at *Management Science*

TEACHING

- Instructor, Digital Marketing (MS), 2023 - present
Teaching Evaluation: 2023: 5.9/6, 5.8/6 (adjusted mean/total)
2024: 5.9/6, 5.9/6, 5.9/6
- Graduate Student Instructor, Game Theory (MBA), 2023
- Graduate Student Instructor, Marketing Strategy (MBA), 2022
- Graduate Student Instructor, Microeconomic Theory I, II (PhD), 2020
- Graduate Student Instructor, Marketing (UG), 2019

INDUSTRY EXPERIENCE

SAP America, Development Intern (advertising attribution group), May 2018 – Dec. 2018

HONORS AND AWARDS

- Journal of Industrial Economics Fellow, 2022
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2020

TALKS

19th Annual Bass FORMS Conference (discussant)	2025
Hong Kong Quant Marketing Brown Bag Series	
Berkeley Economics Theory Lunch	
SICS – 22nd Summer Institute in Competitive Strategy	2024
46th INFORMS Marketing Science Conference	
Hong Kong Quant Marketing Mini Conference	
Hong Kong Quant Marketing Brown Bag Series	
18th Annual Bass FORMS Conference	
CUHK and CUHK-SZ Joint Marketing Workshop	
ISMS Marketing Science Conference	2023
Bay Area Marketing Symposium	
Berkeley Economics Theory Lunch	
17th Annual Bass FORMS Conference (discussant)	
Berkeley/Columbia/Duke/MIT/Northwestern IO Theory Conference (one of four <i>JIE fellows</i>)	2022
Peking University	
Nova School of Business and Economics	
University of Melbourne	
University of Texas at Dallas	
University of Rochester	
Hong Kong University of Science and Technology	
Chinese University of Hong Kong	
University of Illinois Urbana-Champaign	
University of California, Berkeley	
Berkeley Economics Theory Lunch *2	

SERVICE

To the field:

Reviewer:

Management Science,

Marketing Science,

Journal of Marketing Research,

Production and Operations Management

To the university:

JUPAS IBBA (undergraduate) program interviewing panelist, 2024

Academic Advisor for IBBA Students, 2023 – present

To the department:

Seminar coordinator, 2024
Doctoral program interviews, 2023
Faculty recruiting interviews, 2023

ADVISING

- Wee Chaimanowong, Ph.D. co-author
- Wenxiao Yang, Ph.D. co-author
- Pengxiang Zhou, pre-doc co-author and letter writer
- Teng Yu, Independent Research supervisor